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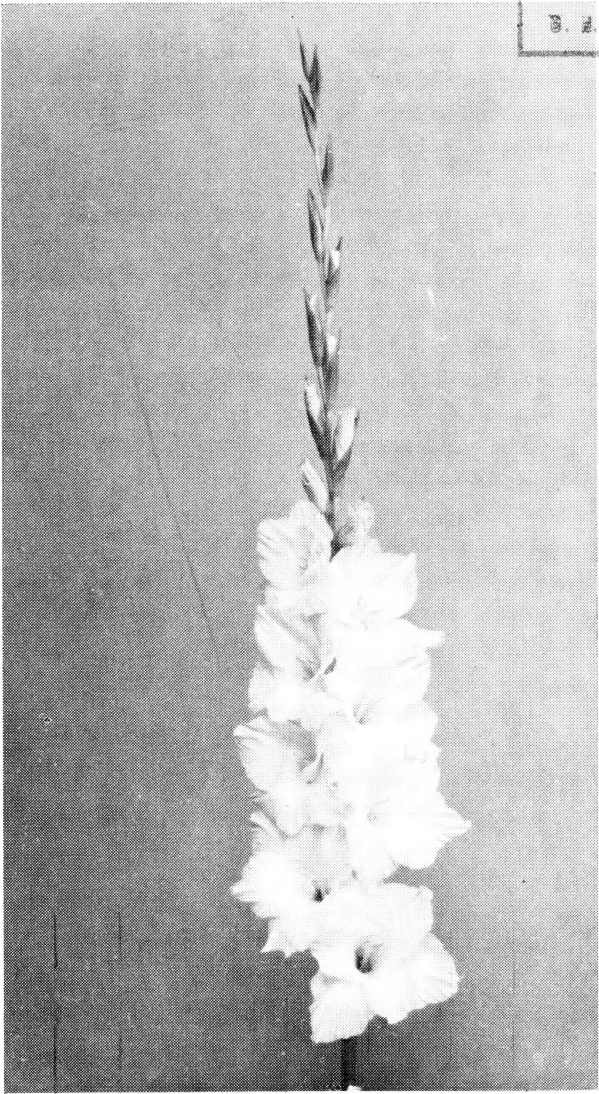
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GLADIOLUS *of* DISTINCTION

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BENGASI

HAROLD E. JANES
WHITEWATER • WISCONSIN

FOREWORD

Greetings to my glad friends and customers everywhere, and my sincere thanks for your loyal support, which was responsible for making 1943 the greatest sales year in history. As my business increases, I find less time for the personal letters which have always been a source of pleasure to me. This little forward is intended to be a personal message to all. Interest in the gladiolus has never been greater than at present, the cut flower demand has been far greater than the supply, and prospects for 1944 look even brighter. The far-sighted grower who stocks the popular new varieties will profit by it tomorrow.

The keynotes I sounded in my 1942 and 1943 catalogs still hold good. Gladiolus are variable as to performance in different soils and climates—and no one hybridizer has a monopoly on outstanding introductions. As a helpful keynote for 1944, I would state as follows: "Growers must pay more attention to disease and hybridizers must select disease resistant varieties for their crossing experiments. Then and only then will the gladiolus industry continue to hold the high place it has attained in the floral world."

This season, having attended and exhibited at 4 major glad shows, namely Iowa, Mid-West, Wisconsin and Milwaukee Journal Victory Harvest Festival, I not only had the opportunity of seeing how glads perform in my own garden but in yours, also. As I look back in retrospect over the shows, there is no doubt but that Leading Lady was the highlight of the season. This white sport of Picardy continues to uphold the standard it set in its initial appearance last year. At the Wisconsin show it was not only awarded the distinction of being the best spike in the show, but most beautiful as well. Fair Angel was the best of the early whites. A lacy white is White Eagle. This is one of the overlooked glads, overlooked by the absence of ballyhoo. Silver Sword, a 1943 release, was disappointing in size of florets. I have hopes it may be better next season. White Gold still rates as the finest florists cream with strong runners up in Winston and Lady Jane. In the yellows, Vangold was the only 1943 release of real promise. It is very early, has pure deep color and is so reliable in the production of uniform spikes that it promises well as a cut flower.

I can safely assert that no yellow can defeat Golden State on the show table. Three spikes of this variety in my commercial exhibit at Wisconsin were declared grand champions. A basket of this would be a real sensation. Crinkle Cream, with its shorter flower head, less open, and paler color, is still an ideal florists yellow. It has beautiful ruffling and florets open flat. One somewhat similar, though lighter in tone is Oregon Gold. It appears to have possibilities. Yellow Paradise, as its name indicates, is a sport of Paradise, having all the characteristics of Paradise. Grand Canary by Brauer, showed promise from bulblets and though not listed, is under trial for another year. New Day by Perrin was not up to expectation, but judgment is reserved also, for with the memory of initial performance of Ethel Cave Cole and Elizabeth The Queen, I do not condemn Canadian and West Coast originations on one season's performance here.

Pink glads still continue to be universal favorites. Next to Leading Lady, I believe the variety which caused the most admiration at the glad shows in the Middle West, was Krueger's Criterion. This glad is getting better each year. I have never seen a spike that crooked or showed poor placement. If there is a better commercial pink, I do not know where it is. Most growers have had the experience of passing up a glad and later seeing it in all its beauty and coming to fully appreciate it. In my case, such a glad is Variation. One thousand No. 4 & 5 bulbs, planted June 15, have made spikes of such quality that literally not one went to waste. It is a true florists color—pure pink, with no trace of salmon. In the 1943 pink releases, Marion Pearl is a lovely thing, when grown right. Pink Paragon seemed to get better as the season advanced. Ethel Cave Cole is still good and makes good cut flower spikes

from small sized bulbs. In rose pinks, Miss Wisconsin is the most outstanding release of recent years, and is bound to be popular with the florists. A new one from Canada is Sharon from the originator of Ethel C. Cole. Though it flakes, it has perfection of spike and florets. Eglantine, with its 7 inch heavily ruffled florets is truly a sensation and a contender for championship in any show. I can still commend Pink Radiance and Glamis. There are so many fine pinks that one can easily select a variety to his taste and purse.

Though no reds have been introduced in late years that can be termed "world beaters", the glad fans have a very good selection in the following 8 varieties: Centennial, Stoplight, Red Charm, Intruder, Ohio Nonpareil, King Click, Southern Drama and Gracie Allen, the last 4 by Wilson. There is little to choose between, all have lovely color, which in my estimation is the prime requisite in any red glad. Probably a well grown spike of Intruder would win in any competition as it has great florescence. The perfect commercial red is still in the future and affords hybridizers a wonderful opportunity.

No new purples appeared in 1943, the introductions of 1941 and '42 still lead the way in this color class. Convoyn, in my garden was as lovely as any. Vulcan would be a contender in anyone's garden. The Wilson varieties, Purple Supreme and Purple Classic are always good, and Parnassus has the richest color of all. In the orange section I can see that competition will be strong when Diane, Rio Rita and Larime appear on the same bench. Here are three truly beautiful glads, the two latter deeper tone. I must confess that sentiment may possibly bias my opinion in this section, for I still regard Diane as one of the most beautiful varieties in existence today. It is late, but we need some late varieties. In the lavender class, growers have but few to choose from. In spite of the lack of numbers, we are more than fortunate in having two such lovely glads as Elizabeth The Queen and Badger Beauty. It is anyone's opinion which is best. They are of entirely different types. Badger Beauty makes a long, tapering stem whereas Elizabeth makes a shorter spike, but having a florescence to the ultimate degree. Many 1943 releases bloomed only from bulblets, so that I cannot form a truly correct opinion of them. Among such were the Cave varieties, Bengasi, Paul Robeson, Rosemary and Aprigold, as well as Palmer's Burma, Lantana and Benison. Burma appears to be a glad of rare beauty, rich color and ruffling.

Not all the glads enumerated above will do as well for you as for me, some will do better. But that is the joy of growing this beautiful flower. When the last spike of the season is cut, we begin to plan for the next year, in the hopes that 1944 will be the perfect glad year we have all dreamed of.

1944 Krueger Introductions

BONNY JEANNE (Krueger '44) Formerly seedling No. 447-10

One of the great novelty introductions to be offered to the gladiolus world in many years. Bonny Jeanne produces heavily ruffled florets of opalescent white of about 5 inch size on a flower head of 15 buds and 18 inch length. 4 or 5 heavy sub-stanced florets open at one time. While Bonny Jeanne is introduced as a novelty, it is regular in its habits and is healthy. The plant grows to a height of 40 inches. It blooms in mid-season.

Priced Each: L. \$5.00; M. \$4.00; S. \$3.00; Bulblets each 50c 10 for \$4.00

EXEMPLAR (Krueger '44) Formerly seedling No. 447-11

Exemplar is another fine addition to the ruffled gladiolus group, in this case a heavily ruffled salmon pink with a cream throat and midribs, of 4 inch floret size. Exemplar opens 7 to 9 florets at one time. The plant is vigorous and grows to a height of 60 inches. Bulbs are extremely healthy. The name Exemplar was chosen to indicate the exemplary habits and health of this variety. Spikes of Exemplar are pro-

duced in mid-late season and the flower heads are 20 to 24 inches long. Its habits and beauty should make it a good commercial.

Priced Each: L. \$5.00; M. \$4.00; S. \$3.00; Bulblets each 50c 10 for \$4.00

Complete prices on former Krueger releases are as follows:

BADGER BEAUTY , lavender—L 25c; M 15c; S 10c; Bts. 10 for 25c	100 for \$2.00
COONEY LASS , rosy pink—M 10c; S 5c; Bts. 10 for 10c	100 for 50c
CRITERION , light pink—L 35c; M 25c; S 15c; Bts. 10 for 35c	100 for \$2.80
DIANE , orange—L 15c; M 10c; S 5c; Bts. 10 for 10c	100 for 50c
KING BEE , salmon red—L 15c; M 10c; S 5c; Bts. 10 for 15c	100 for \$1.20
MASTER MYRON , red—M 15c; Bts. 10 for 25c	100 for \$2.00
LLONA , ruffled white—L \$1.25; M \$1.00; S 75c; Bts. each 15c	10 for \$1.25
MISS WISCONSIN , rose—L \$1.25; M \$1.00; S 75c; Bts. each 15c	10 for \$1.25
SHOW QUEEN , salmon pink—L 25c, M 15c; S 10c; Bts. 10 for 25c	100 for \$2.00
VARIATION , pure pink—L 15c, M 10c; S 5c; Bts. 10 for 15c	100 for \$1.00

1944 Introductions--Dr. Francis X. Graff, Freeport, Illinois

I am especially fortunate to be able to offer the seedlings of Dr. Graff during this and coming seasons. Dr. Graff has a lot of fine seedings coming along and I feel confident that they will become very popular. Several of these have been exhibited at major shows in '42 and '43. This season he is releasing two, as follows:

INTRUDER (Dr. Graff '44) Formerly seedling No. 4069

Intruder is a very large, wide open red. It can be grown to a size of 7 inches and it will hold 8 to 10 florets open. It is a very heavy propagator and bulblets grow easily. Intruder has been shown very little in competition, to date, but was awarded best seedling at Eastern New York Gladiolus Show '43. Intruder will not disappoint lovers of red gladiolus.

Priced Each: L \$5.00; M \$3.00; S \$2.00; Bulblets sold only with the purchase of a large bulb and in lots of 10 for \$5.00.

LADY BOO (Dr. Graff '44) Formerly seedling No. 4015

Lady Boo is a florists' glad of rare beauty. The color is a pure shell pink. Mr. Walter Miller, Sun Prairie, Wis., leading mid-western judge at major shows, is a strong admirer of this new glad. It is not large, as florets are but 3½ inches and opens but 3 to 4, but it is ethereal in its beauty. A glad for the lovers of the pure pastels.

Priced Each: \$3.00 for any size. No Bulblets this season.



GENERAL LIST

VARIETY and COLOR	Per	BULBS			BULBLETS		
		Lge	Med	Small	Each	10	100
ALADDIN, ruffled salmon	10	.60	.35	.2015
ALGONQUIN, bright red	10	.60	.40	.2015
ALSACE, buff apricot	115	.1020	1.50
AMERICAN HOME, ex. bronze red	140	.2550
AMULET, ruffled buff	10	.60	.35	.2015
APRIGOLD, apricot and gold	1	3.00	2.00	.50	4.00
ATHALONE, pinkish buff	1	2.50	2.00	1.15	.50
AUTUMN GOLD, deep yellow	1	.20	.15	.1010
AVALON, ex. pink and cream	1	.20	.15	.1015	1.00
BALLAD, pink, light yellow throat	1	.75	.50	.30	.10	.80
BARCAROLLE, ruffled orange	10	.60	.40	.2015
BEAUTY CLYNIC, light salmon pink	135	.2530
BENGASI, pink, white throat	1	3.00	2.00	.50	4.00
BENISON, white, blushed lavender	1	2.50	1.50	1.00	.20	1.60
BIG TOP, giant light pink	120	.1520	1.50
BINGO, cream sport of Picardy	10	.60	.40	.2015
BLACK OPAL, deep red	10	.60	.40	.2015
BLACK PANTHER, deep red	1	2.00	1.50	1.00	.25	2.00
BLAZE, red Picardy	1	.08	.06	.0320
BLUE BEAUTY, fine light blue	106	.0425
BLUE WONDER, tall medium blue	1	.08	.06	.0420
BOLERO, blotched orange	125	.1530
BRIDE'S DELIGHT, cameo pink	1	.30	.20	.1530
BURMA, ruffled deep rose	1	2.50	1.50	1.00	.20	1.60
CAMROSE, light pink	1	.10	.08	.0520
CAPISTRANO, orange and gold	1	1.50	1.00	.50	.15	1.00
CAPRI, cream	1	.10	.07	.0515
CARIBOU, white, purple feather	1	.75	.50	.35	.15	1.00
CARILON, light rose, white throat	1	.08	.06	.0420
CAROL, smoky	1	5.00	3.00	1.00	.25	2.00
CAROLINE W. GANNETT, rose, cherry blotch	1	1.50	1.00	.25	2.00
CENTENNIAL, beautiful scarlet	1	.50	.35	.2520
CHANGEABLE SILK, smoky	1	.10	.07	.0520
CHERRY JAM, pink, cherry blotch	1	3.00	2.00	1.00	3.00
COHO, salmon pink	1	.25
COLONIAL MAID, lavender	110	.0620
COMMANDO, ex. red	1	3.00	2.00	1.00	.25	2.00
CONVOY, purple	1	.60	.40	.2540
CORAL GLOW, orange	1	.10	.07	.0515
CORONA, white, pink edges	1	.25	.15	.1010	.50
CRINKLE CREAM, lovely yellow	1	2.50	1.50	.75	.25	2.00	16.00
CRYSTAL, ex. white	1	.15	.10	.0510
DIPLOMAT, deep rose	1	.25	.15	.1025	2.00
DISCOVERY, yellow, red blotch	1	1.50	1.00	.50	.15	1.00
DREAM CASTLE, warm coral pink	1	1.00	.75	.4075	6.00
DRUM MAJOR, ex. orange	140	.2525
DR. WHITLEY, apricot yellow	1	1.00	.75	.50	.15	1.00
EARLY ROSE, rose	10	.6015
EGLANTINE, ex. giant pink	1	15.00	12.00	10.00	1.50	12.00
ELIZABETH THE QUEEN, lovely lavender	1	.60	.40	.30	.10	.50
ETHEL CAVE COLE, large light pink	1	.15	.10	.0510	.50
FAIR ANGEL, early ruffled white	1	.60	.40	.3025

VARIETY and COLOR	Per	BULBS			BULBLETS		
		Lge	Med	Small	Each	10	100
FORT TI, huge light pink	1	1.00	.60	.40	.10	.75
GARDENIA, cream	10	.60	.40	.2525
GARDEN OF NATIONS, rose red, silver edges	120	.1510	.50
GAYWAY, orange	1	.25	.15	.1020	1.50
GENGHIS KHAN, beautiful ruffled pink	1	5.00	3.50	2.00	.50	4.00
GLAMIS, clear ruffled rose	1	.30	.20	.1515	1.00
GOLDEN GATE, early large yellow	1	.2525
GOLDEN STATE, ex. yellow	1	3.50	3.50
GRACIE ALLEN, ex. light red	1	4.00	2.00	.50	4.00
GRETA GARBO, light rose	1	.15	.10	.0550
GUNPOWDER, buff Picardy sport	115	.1030
HARMAU, deep rose	1	.15	.10	.0510	.50
HARMONY, cream	1	.20	.15	.1010
HIGH FINANCE, ex. smoky	1	.35	.25	.1520	1.00
HOOSIER LADY, lavender	1	3.00	2.00	1.00	3.00
HURRICANE, orange	140	.3050	4.00
INTERMEZZO, cream, rose feather	125	.1525	2.00
IVORY KEYS, creamy white	1	.08	.06	.0420
JASMINE, ruffled lemon	1	.10	.07	.0520
JEANNIE, light rose, white throat	1	.15	.10	.0710	.50
KING CLICK, lovely ex. red	120	.1520	1.50
KING LEAR, ruffled purple	10	.60	.40	.2520
KING MIDAS, deep yellow	110	.0510	.50
KING WILLIAM, light salmon	1	.15	.10	.0710	.50
LADY JANE, lovely cream	1	.25	.20	.1515	1.00
LANTANA, orange and gold	1	2.00	1.25	.75	.15	2.00
LARIME, ex. pure orange	1	1.00	.75	.15	1.00
LAVENDER & GOLD, lavender, yellow throat	1	.30	.20
LAVENDER RUFFLES, ruffled lavender	10	.60	.40	.2020
LA VENTIA, ex. cream	125	.1510
LEADING LADY, creamy white Picardy	1	1.00	.75	.40	.15	1.00	8.00
LEGEND, large light pink	110	.50
LIBERATOR, large red	1	.20	.15	.1010	.50
LIDICE, ruffled cream	115	.1015
MAGNOLIA, light rose	1	.15	.10	.0520
MALTA, large rose	1	.75	.50	.30	.15	1.00
MANDALEEN, light pink, cream throat	1	.50	.35	.2050	4.00
MARGARET BEATON, white, scarlet blotch	1	.10	.08	.0520
MARGO, apple blossom pink	1	.50	.30	.2025
MARGUERITE, strawberry pink	115	.1015	1.00
MARIMBA, large buff	1	.60	.40	.2530
MARION PEARL, large light salmon	1	1.00
MARSEILLAISE, red, white midrib	1	.75	.50	.35	.10	.60	3.00
MEMORY OF HINDENBURG, l., med. red ..	107	.0520
MID WEST VICTORY, ex. salmon	1	3.00	2.00	1.00	3.00
MISTY DAWN, smoky	115	.1010	.50
MOHAWK, deep red	120	.1020	1.00
MONETA, yellow, scarlet blotch	1	.15	.10	.0710	.50
MOTHER KADEL, medium yellow	110	.0510
MYRNA, ruffled cream	1	.10	.07	.0525
NEW DAY, lemon yellow	1	3.50	2.00
NEW ZEALAND SPLENDOR, pk., scarlet bleh.	115	.1010
OGARITA, large salmon rose	1	.50	.40	.2510	.75
OHIO NONPAREIL, scarlet red	11010	.60

VARIETY and COLOR	Per	BULBS			BULBLETS		
		Lge	Med	Small	Each	10	100
OREGON GOLD, large light yellow	160	.40	.10	.60
OREGON ROSE, large rose, lighter edges	107	.05
PACIFICA, large ruffled white	1	.50	.35	.2520	1.50
PARNASSUS, deep purple	110	.0510	.50
PAUL ROBESON, large deep maroon	1	5.00	3.00	.50	4.00
PEARL HARBOR, commercial white	110
PEARL NECKLACE, ruffled cream	135	.2530
PILLAR OF FIRE, deep fiery red	1	2.00	1.50
PINK PARAGON, tall begonia rose	1	.25
PINK RADIANCE, lovely cool pink	1	.25	.15	.1015	1.00
PRELUDE, very early rose	110	.0520
PURPLE CLASSIC, clear purple	120	.1520
PURPLE SUPREME, tall ex-purple	140	.2525	1.50
R. B., smoky brown	1	.10	.08	.0530
RED CHARM, large, medium red	1	.25	.15	.1025	1.50
RED PLUSH, salmon scarlet	1	2.00	1.50	1.00	.15	1.20
REWI FALLU, mammoth dark red	1030	.2020
RIO RITA, dark orange	1	.50	.35	.2050	3.00
ROCKET, red	1040	.2515
ROSA V. LIMA, lovely cool pink	10	.6015
ROSE RUFFLES, ruffled salmon rose	120	.1525
RUFFLED BEAUTY, large yellow	1040	.2015
SENSATION, ruffled salmon rose	110	.0530
SHARON, salmon pink	1	.25
SHOOTING STAR, rich cream	1	1.50	1.00	.75	.20	1.25
SILVER SWORD, large early white	1	.25	.20	.1515
SILVERY TETON, rose red	115	.1010
SMILING MAESTRO, salmon orange	1040	.20
SNOW PRINCESS, large early white	10	.60	.40	.2015
SOUTHERN DRAMA, large scarlet	130	.2040
SPITFIRE, salmon, white throat	135	.10	.80
STELLA ANTISDALE, soft light pink	115	.1010	.50
STOPLIGHT, fine med. red	1	.30	.20	.1030	2.00
SUMMER FRAGRANCE, fragrant dec. red	1	.25	.25	.2525	2.00
SURFSIDE, white, rose throat	1	.10	.07	.0520
SUSANNAH, ruffled pink	1	2.50	1.50	1.00	.20
SUSQUEHANNA, peach buff	1	.60	.40	.2530
THE OWL, novelty smoky	1	.30	.20	.1050
TIMBUCTOO, deep rose red	1	.10	.07	.0530
TREASURY GOLD, golden salmon	115	.1050
TRYLON, large tall white	1	.75	.50	.3040
TUNIA'S MAHOMET, smoky	1	1.50	1.00	.20	1.60
TUNIA'S TRIUMPH, orange scarlet	1040	.2020
VANGOLD, early deep yellow	1	.50	.35	.2050
VASSAR, ruffled orange	1	.15	.10	.0750
VEE CREAM, cream, scarlet throat	1	.20	.15	.1020
VREDENBURGH, early pure white	1	.10	.07	.0520
VULCAN, fine new purple	140	.2535	2.00
WANDA, creamy sport of Picardy	1	.15
WHITE EAGLE, beautiful lacy white	1	.50
WHITE GOLD, exhibition cream	1	.60	.40	.2530	4.00
WINGS OF SONG, lovely pink	107	.04
WINSTON, ruffled cream	1	.35	.25	.1520	1.00
YELLOW PARADISE, yel. sport of Paradise	1	.25

NOTICE TO WHOLESALE GROWERS

I do not issue a regular wholesale list. Growers who desire prices per 100, 1000, or bulblets per pint or quart, are requested to send me a list of their needs for wholesale quotation. In general, the 100 rate is 64 times the single rate and the 1000 rate 512 times the single rate. I have large stocks of Diane, Ethel Cave Cole, White Gold, Leading Lady, Badger Beauty, etc., and can doubtless save you money.

TERMS AND PRICES

Orders of \$1.00 and upwards prepaid in U. S. 10 Bulbs at 8 times single rate, 5 at the 10 rate. No single item less than 10 cents, that is, on items selling less than 10 cents, please order 2. Liberal count and extras on all orders. Don't forget—YOUR WAR STAMPS WILL BE ACCEPTED THE SAME AS CASH ON ALL RETAIL ORDERS. Certain varieties are bound to be exhausted before spring as pre-catalog sales have been very heavy. No bulblet orders filled after April 1, as I begin to treat and plant bulblets shortly after this date.

TESTIMONIALS

The following are just a few of the many testimonials received last season from my customers:

Dear Mr. Janes: Well you did it again, only better than ever before. Honestly, I don't see how you do it. Of course I refer to the way you filled by 1943 order. You gave me overcount and larger sizes than ordered in every variety except one, and I dare not tell you which one or I believe you might send some extras of that also. It is such a pleasure to receive your bulbs, too, so clean and healthy.

(Signed) W. JAY DITTMAN

Dear Mr. Janes: I wish to tell you what I think of Diane. I have never run across a glad that would compare with it for sheer beauty.

(Signed) HERBERT HUBAKER

Dear Mr. Janes: The bulbs received March 27th and they sure are nice plump clean bulbs. I wish to thank you for the extras, as I did not expect any on such a small order.

(Signed) H. J. ENGLAND

Dear Mr. Janes: I received my glad bulbs today and to say that I was pleased would be putting it mildly. We have bought bulbs from all over the nation and from Australia and New Zealand also and can honestly say we have never been treated better in quality, extras and extra count. We appreciate your method of doing business and hope to give you a much larger order next year.

(Signed) G. C. FIEFFER

Dear Mr. Janes: Last spring you mailed me a few bulbs of Diane and I can truly state that they gave me the greatest spikes and flowers I ever saw, the plant over 6 ft. tall and florets of 6 inch diameter.

(Signed) JOHN R. FINGAR